

**Department of Vermont Health Access
Education and Outreach Manager
Health Insurance Exchange
Job Description**

The State of Vermont seeks a dynamic, collaborative, and innovative person committed to the State's goal of universal health coverage to assist in the development and implementation of the Vermont Health Insurance Exchange (the "Exchange"). The Exchange was established by the Patient Protection and Affordable Care Act of 2010, and Act 48, passed by Vermont's legislature and signed into law by the Governor in May 2011. The Exchange will be the base for Vermont's integrated and universal health care system. The purpose of the Exchange is to facilitate the purchase of affordable, qualified health benefit plans in the individual and group markets in Vermont in order to reduce the number of uninsured and underinsured; to reduce disruption when individuals lose employer-based insurance; to reduce administrative costs in the insurance market; to contain costs; to promote health, prevention, and healthy lifestyles by individuals; and to improve quality of health care.

The Exchange will have many critical roles in the provision of health care coverage to Vermonters, including:

- Screening for and enrolling individuals in Medicaid and private insurance plans with federal tax credits.
- Coordinating with other departments and insurance companies to ensure that individuals are seamlessly transitioned between coverage programs if their eligibility changes.
- Working with small employers on their plan choices and collection of payments for their employees.
- Negotiating with health plans on products to be offered on the Exchange.
- Developing ways for the Exchange to drive quality and cost containment.
- Developing and overseeing Exchange operations, including the web portal, call center, navigator program, financial and reporting functions, and outreach and education programs.

Position Overview

The Education and Outreach Manager will be an integral part of the Exchange team, responsible for developing strategies and implementing activities to advance public understanding of the Exchange and health reform laws. S/he will work to fulfill the Exchange's responsibilities for and commitment to outreach and public education about the Exchange and new insurance opportunities for Vermonters. The position will develop the outreach and education plan for the Health Insurance Exchange and will coordinate outreach efforts within the Department of Vermont Health Access, with other Vermont departments, and with community organizations. The position will oversee the state's contract with our consultant hired through the Level 1 Establishment Grant which covers the Exchange stakeholder engagement work, outreach and education plan, and the development of the federally-compliant Navigator program. The position will supervise production of written materials for program and education purposes and directs educational social media and internet strategies. The Education and Outreach Manager will be supervised by the Deputy Commissioner for the Health Insurance Exchange.

Duties/Responsibilities

- Development of a broad-based public outreach and education campaign to ensure that the public, business, other stakeholders and state departments, divisions and authorities

are informed of and knowledgeable about the benefits and requirements of the federal Affordable Care Act and the state's Act 48.

- Development of stakeholder partnerships to support public education around health reform and tie those partnerships to a coordinated and comprehensive outreach strategy. Include members of the advocacy and business communities in the partnership development strategy.
- Work with other state agencies and divisions to build a cooperative and coordinated effort around public education and outreach.
- Work with Exchange contractors to develop and implement a successful Navigator program.
- Serve as advisor to the Exchange Deputy Commissioner in external relations with numerous community-based constituencies.

Preferred Qualifications

- Enthusiasm for Vermont's health reform efforts
- Ability to establish and maintain effective working relationships with diverse groups of state, regional and local partners, stakeholders, leaders and change agents
- Experience developing strategic outreach/education campaigns and/or communications programs
- Knowledge and cultural understanding of diverse Vermont populations and communities
- Knowledge and understanding of customer service and customer relations work
- Must work well within a team and within a demanding, often-public environment
- Strong organizational and management skills and attention to detail; ability to manage complex projects and work on tight deadlines
- Credible presence and the ability to gain trust and confidence from the general public, administrative and legislative leadership, and members of the senior team
- Excellent judgment, the ability to communicate openly among colleagues at all levels, a "hands-on" approach, and the ability to think strategically
- Creativity and experience producing visually appealing, effective materials for print and online
- Excellent verbal and written communication skills; must be comfortable and effective in making public presentations to a variety of audiences
- Demonstrated maturity, flexibility and capacity to navigate a complex structure and respond to shifting and fluid priorities
- Knowledge of principles and practices of health care and public health
- Knowledge of health care system and commitment to health care reform efforts
- Master's degree in public health, education, or related field

The State of Vermont is an Equal Opportunity Employer. Applications from women, individuals with disabilities, veterans, and people from diverse cultural backgrounds are encouraged.

For more information, please contact:
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